

ORIGINAL

Before the
Federal Communications Commission
Washington, DC 20554

RECEIVED

DOCKET FILE COPY ORIGINAL

APR - 8 2005

In the Matter of

Implementation of the Satellite Home
Viewer and Reauthorization Act of 2004)

Federal Communications Commission
Office of Secretary

Implementation of Section 340 of the Act)

MB Docket No. 05-49

To: Secretary

Attn: Eloise Gore, Media Bureau

Comments of NPG of Oregon, Inc.

James W. De Chant
General Manager, KTVZ (TV)
P.O. Box 6038
Bend, OR 97708
(541) 383-2121

Of Counsel:

Robert Lewis Thompson
SMITHWICK & BELENDIUK, PC
5028 Wisconsin Ave., NW #301
Washington, DC 20016
(202) 363-4050

April 8, 2005

No. of Copies rec'd
List ABOVE

014

**Comments in the Matter of Implementation of the Satellite Home Viewer Extension and
Reauthorization Act of 2004**

KTVZ, Bend, Oregon channel 21 began broadcasting to the Central Oregon region on November 6, 1977. NPG of Oregon, Inc. purchased KTVZ on April 17, 2002, and signed on KTVZ-DT June 18, 2003. The station is an NBC affiliate.

Satellite-delivered duplicative network and syndicated programming from "distant" Portland, Eugene and Medford markets in Oregon will siphon away audiences from KTVZ, and any future stations which may be licensed to our community, seriously impacting their financial viability, and adversely affecting their ability to provide free programming service. KTVZ requests the FCC use the narrowest possible interpretation of syndicated exclusivity provided to television stations when implementing SHVERA, and particularly section 211, 47 USC 341 (a).

Throughout its history, KTVZ has been the sole source for local television news for all of the communities east of the Cascade Mountains in Oregon. Since purchasing KTVZ in 2002, the Bradley family, as the sole owner of NPG, has made substantial investments in equipment and news personnel, demonstrating a solid commitment to the people and communities of Deschutes, Crook, Jefferson and Harney counties, OR.

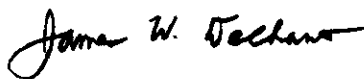
Oregon is divided geographically by the Cascades Mountains into western and central/eastern communities. Many times the local news and information from large city affiliate television stations in the western part of the state has little or no bearing on the smaller, more rural communities of central and eastern Oregon. KTVZ provides unique local information to Central and Eastern Oregon at 6 & 11 PM everyday and an hour and a half at 5:30 am and a half hour at 5 pm weekdays. We also do regular cut-in news segments through out the morning and at noon, as well as breaking news inserts when weather, forest fire, local or national issues arise. We have mobile live facilities which work from most of our coverage area, and news staff available 24 hours a day, seven days a week. Needless to say, this is not a scaled down news operation or satellite station tied to a large city affiliate, which is typical in most small markets.

Throughout the station's history, KTVZ's commitment has been to inform Bend and other Central Oregon communities. "Local" means everything to the ownership, management and staff of

KTVZ, and we continue to grow and improve our efforts to provide unique information to the station's seventy thousand plus television households on channel 21 and eight translators. Some recent examples would be our coverage of Oregon Congressman Greg Walden and his summit on Methamphetamine's effect on the communities east of the mountains. KTVZ provided in-depth coverage of the cause, effect, law enforcement and rehabilitation efforts being made in our communities. Oregon Senator Ron Wyden has appeared on the station every time he has come to Central Oregon, and recently addressed issues like Wild Fire mitigation, Social Security, Senior issues, and the high cost of energy which has confounded Central and Eastern Oregon more than any other area in the state. In 2003, President George W. Bush came to Central Oregon because of his Healthy Forest Initiative. Coincidentally, he came during one of our worst wild fires in history. KTVZ was selected as the pool photographer, and supplied the entire nation with information related to this visit and coverage of the natural disaster. KTVZ regularly provides video and information to the western United States and the nation which would otherwise be unavailable without the KTVZ news effort.

Simply but dramatically put, the preservation of current laws protecting KTVZ from Satellite-delivered duplicative network and syndicated programming from the adjacent Portland, Eugene and Medford markets in Oregon is essential to the economic survival of our local news and public service efforts. Unless the FCC is ready to abandon its laudable efforts to preserve "localism," it must interpret SHVERA so as to protect stations like KTVZ against "poaching" by the Distant Stations that have no presence, no staff and no local service for KTVZ's viewers.

Respectfully submitted by:



James W. DeChant

General Manger

NPG of Oregon, Inc.

PO Box 6038

Bend, OR 97708